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New wellness initiative launching soon

I'm pleased Governor Branstad is committed to making Iowa the healthiest state in the nation. Toward that end, the governor is reviewing a plan for a business-led, government-sponsored endeavor to create a culture of wellness through healthier lifestyles. This involves what we eat, how we exercise and even the communities in which we live.

I want to let you all know of the statewide coalition that is underway and will be announced soon. If you are familiar with the book <u>Blue Zones</u>, you are already aware of the concept behind this public-private collaboration that moves the concept of 'healthiness' beyond health care access to wellness. I think this will be an exciting time and look forward to future announcements.

Call for volunteers: data warehouse external user group

The <u>IDPH Data Warehouse</u> is an active, web-based application that organizes, stores, and summarizes health data from a variety of sources. By having a number of important datasets in one central place, users are able to easily obtain snapshots of the health of individual counties, and the state of Iowa as a whole.

The Data Warehouse application is active and functional; however, modifications and additions must be made to make it more useful and available to the general public and the input of individuals outside the department is critical to its continuing success. IDPH is seeking volunteers to join the Data Warehouse External User Group, which will work to identify future needs of the Data Warehouse. College students, researchers, members of special interest groups, journalists, local public health agency staff, other state agency staff, and members of the general public who are interested in joining the

External user Group are encouraged to complete a short registration <u>survey</u>. If you have questions about the Data Warehouse project or the External User Group, contact <u>Meg Harris</u>.

Eat and play the 5-2-1 way

The Iowa Department of Public Health & Iowa Health Systems have collaborated to develop <u>Eat and Play the 5-2-1 Way</u>, an online pediatric obesity prevention toolkit for Iowa health care providers. The toolkit includes:

- a <u>free continuing education online module</u> on motivational interviewing and supporting patients in health behavior change;
- a community resource referral link for registered dieticians in your area;
- brochures for patients and families centered on creative nutrition and physical activity ideas;
- quick links to <u>AAP recommendations</u> on childhood obesity prevention; and
- tips on <u>nutrition & physical activity</u>, <u>feeding picky eaters</u> and eating healthy on a <u>budget</u>.

The goal of Eat and Play the 5-2-1 Way is to assist providers in addressing childhood overweight and obesity in the real-time clinical setting. Please pass along to all colleagues, family and friends interested in decreasing childhood obesity in our state.

Congratulations to IDPH staff

Carol Voss and Susan Klein have received the <u>Iowa Public Health Association</u> "Go the Distance Award," which recognizes public health officials who have gone above and beyond the call of duty over the previous year. Nominated by Louise Lex, Carol and Susan developed the <u>Nutrition Environment Measurement Survey</u> for vending machines (NEMS-V) which has been introduced at worksites, schools, government offices and other places. NEMS-V has received national attention and is in line with the <u>Affordable Care Act</u> provisions requiring vendors with more than 20 machines to display calorie information.

Call for nominations

The Spirit of Hermina Award was initiated by the <u>Iowa Medical Society Alliance</u> to recognize Iowans who take extraordinary measures to impact the health of their fellow citizens, and to encourage others to make similar efforts. Begun in 2003 in partnership with the Iowa Department of Public Health and sustained by the generosity of Dr. Philip Habak of Bettendorf, the award was named in memory of IMSA member and past state president Hermina Habak, whose commitment to an active and healthy lifestyle transformed her life and inspired all who knew her.

I know there are many worthy recipients of this award, and hope you'll consider submitting a <u>nomination</u>. The award recipient will be honored at the 3rd annual <u>Healthy</u> <u>Iowa Awards</u> banquet on October 20th. The nomination deadline is August 30.

EMS week is May 15 to 21

A broken leg, a heart attack, an injured child – whatever the emergency, Iowa's <u>Emergency Medical Services (EMS) System</u> is ready to respond. Iowans rely on the EMS system to provide efficient, well-trained, and reliable out-of-hospital care. The EMS system must ensure this care is available to all Iowans, whether urban or rural, even when resources are scarce.

On May 12, Governor Branstad will sign a proclamation designating May 15 to 21 as EMS Week in Iowa. I join the governor in recognizing Iowa's EMS providers, whose ambulance services receive 240,000 calls for help each year, resulting in 200,000 patients being transported to a health care facility.

Immunization conference registrations now open

Registration is now open for the <u>2011 Iowa Immunization Conference</u>, "Immunize for a Better Life." The conference will be held June 8 and 9 at Hy-Vee Hall in Des Moines. The <u>Immunization Program</u> anticipates 700-800 participants will attend the conference.

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To everyone in public health and all our partners, keep up the great work!

— Dr. Miller-Meeks